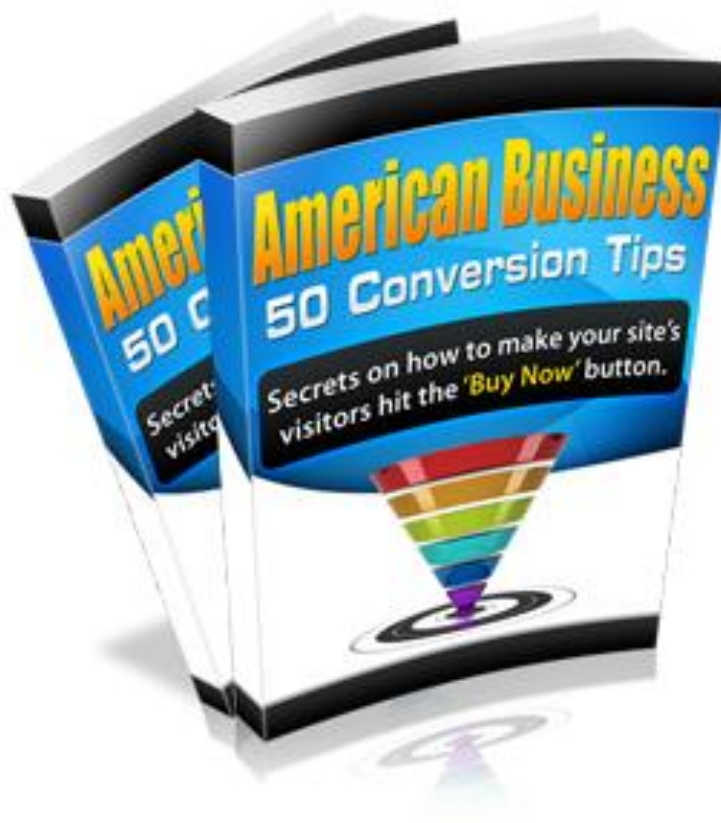


# American Business 50 Conversion Tips

---

Increase your Profits and Prevent Cart Abandonment with these Essential  
Features and Best Practices

By Robert Mangan  
Copyright © 2011



## Contents

|  |   |
|--|---|
| Disclaimers and Legal Notices.....                         | 4 |
| Home Page Tips.....  | 5 |
| Simplify Your Home Page.....                               | 5 |
| Display a Toll-free Number .....                           | 5 |
| Have a Search Bar .....                                    | 5 |
| Contact Us Link .....                                      | 5 |
| About Us Link .....  | 5 |
| Return Policy Link.....                                    | 5 |
| Money Back Guarantee Link .....                            | 5 |
| FAQs Link.....   | 5 |
| Security Seals .....                                       | 6 |
| Identify and Display Your Unique Selling Proposition ..... | 6 |
| Category Page Tips.....                                    | 7 |
| Display Your Unique Selling Proposition.....               | 7 |
| Allow Customers to Customise Listings .....                | 7 |
| Display Appropriate Sub-Categories .....                   | 7 |
| Product Page Tips.....                                     | 8 |
| Clearly State Price .....                                  | 8 |
| Be Clear on Shipping Costs.....                            | 8 |
| Offer Free Shipping .....                                  | 8 |
| Be Clear on Taxes .....                                    | 8 |
| Don't Charge Sales Tax.....                                | 8 |
| Have a Prominent 'Add to Cart' Button .....                | 8 |
| Display Accurate Stock Status .....                        | 8 |
| Provide Clear Good Quality Images of your Products.....    | 8 |
| Provide Video of your Products .....                       | 8 |
| Describe Benefits not Attributes.....                      | 8 |
| Clearly State Shipping Estimates.....                      | 8 |
| Detail Warranty Information .....                          | 9 |
| Post Genuine Reviews.....                                  | 9 |
| Offer a Freebie .....                                      | 9 |

|  |    |
|--|----|
| Make it Easy to Add Up Sells and Cross Sells .....             | 9  |
| Checkout Page Tips .....                                       | 10 |
| Keep it Simple .....   | 10 |
| Do Not Force Registration.....                                 | 10 |
| Display Security Seals right beside the 'Buy Now' button ..... | 10 |
| Offer Different Payment Options.....                           | 10 |
| Eliminate Form Filling.....                                    | 10 |
| Add a Comment Field.....                                       | 10 |
| Coupon Code Field .....  | 10 |
| Thank You Page Detail .....                                    | 10 |
| General Tips .....   | 11 |
| Market on 404 Error Pages .....                                | 11 |
| Get your Copy Edited by an Outsider .....                      | 11 |

# Disclaimers and Legal Notices

Copyright © 2011 by Trading Ideas LLC. All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without prior written permission of the authors.

While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

## Income and Earnings Disclaimer

You and you alone, are responsible for any income you make or fail to make. This guide makes no promises of realized income or ranking placement within search engines. You recognize and agree that the Author has made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money, with respect to your purchase of this ebook, and that the Author has not authorized any such projection, promise, or representation by others.

Any earnings or income statements, or any earnings or income examples, are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided. This applies whether the earnings or income examples are monetary in nature or pertain to advertising credits which may be earned (whether such credits are convertible to cash or not). There is no assurance that any prior successes or past results as to earnings or income (whether monetary or advertising credits, whether convertible to cash or not) will apply, nor can any prior successes be used, as an indication of your future success or results from any of the information, content, or strategies. Any and all claims or representations as to income or earnings (whether monetary or advertising credits, whether convertible to cash or not) are not to be considered as "average earnings".

## Affiliate Disclaimer

Per the FTC's recent policy update that requests we be transparent about any and all affiliate relations we may have in this guide, you the visitor or customer, should assume that any and all links in this guide are affiliate links. If you utilize these links and visit the resulting site, a cookie may be set in your web browser that will cause us to receive compensation if you make a purchase.

## Resell Rights

You do NOT have any resell / reprint / distribution rights to this guide.

# Home Page Tips

## Simplify Your Home Page

- The primary purpose of the home page is to get your visitors closer to your products, i.e. to get them off the home page
- No commercial or individual products should be featured on your home page
- Give your visitors a small and clear set of choices

## Display a Toll-free Number

- Only the likes of Amazon, Dell and HP can get away with having no toll-free number displayed. Get one and make sure it is displayed prominently and consistently on the top of every page on your website

## Have a Search Bar

- I'm amazed that I still find ecommerce stores without one or one that is hard to find on the page. The search bar is essential and should be displayed prominently and consistently on the top of every page on your website

## Contact Us Link

- The link should be displayed prominently and consistently on the top and bottom of every page on your website. The page should contain an email form, email address, mail address, toll-free phone number and fax number. If you have a Skype or twitter account then list these also. Just list every possible way your customers can contact you

## About Us Link

- The link should be displayed prominently and consistently on the top and bottom of every page on your website. Make this page as informative as you possibly can. It's the page that answers your customer's question: Why should I buy from you?

## Return Policy Link

- The link should be displayed prominently and consistently on the top and bottom of every page on your website. Be incredibly detailed about your return policy. A high percentage of buyers do read this page before making the purchase, so invest time in making it comprehensive and easy to understand

## Money Back Guarantee Link

- The link should be displayed prominently and consistently on the top and bottom of every page on your website. Be as generous as you can. The idea is to make your buyer think that buying from you is totally risk free

## FAQs Link

- The link should be displayed prominently and consistently on the top and bottom of every page on your website. Continually add to your FAQs. By doing so you help to allay any doubts your customers may have and will eliminate those pre-sale inquiry calls

### Security Seals

- These should be displayed on every page of your website. They can appear at the bottom of each page but on the Checkout Page you might want to display them right beside the 'Buy Now' button

### Identify and Display Your Unique Selling Proposition

- Display this right at the top of your home page and make sure it's the most visible message on your home page

Be sure to subscribe to the American Business Launch Newsletter. You'll get even more ideas, tips and advice delivered straight to your in-box.

It's **FREE** and I promise not to spam you or pass on your email address to anyone else.

[American Business Launch Newsletter](#)

# Category Page Tips

## Display Your Unique Selling Proposition

- This can be a banner placed at the top of the page

## Allow Customers to Customise Listings

- Your customers should be able to order by Price, Description and be able to display the amount of products per page.
- If your shopping cart supports both thumbnails and detailed views of products then allow your customers to view either way

## Display Appropriate Sub-Categories

- Display sub-category types
- Display sub-category manufacturers
- Display sub-category price ranges
- Display sub-category by whatever you think is helpful to your customer so they get to the products they are interested in

Be sure to subscribe to the American Business Launch Newsletter. You'll get even more ideas, tips and advice delivered straight to your in-box.

It's **FREE** and I promise not to spam you or pass on your email address to anyone else.

[American Business Launch Newsletter](#)

# Product Page Tips

## Clearly State Price

- Make the final price of the product stand out
- If you display the original price then make the final (reduced) price a different colour. Show the amount of discount in both price and percentage

## Be Clear on Shipping Costs

- Let your customers know if shipping is extra on the product page; do not let them find out about additional shipping costs after they proceed to checkout
- Don't use complex formulas for shipping price calculations, Example - 'if you buy 13.5 kilograms worth of x', then multiply that weight by y shipping rate. Get the site to do the calculations and show the shopper the price

## Offer Free Shipping

- This is a great selling point and many shoppers now expect it as standard

## Be Clear on Taxes

- Let your customer know if tax is extra on the product page; do not let them find out about additional tax charges after they proceed to checkout

## Don't Charge Sales Tax

- Include the tax in your price and state that there is no additional tax on the price being advertised

## Have a Prominent 'Add to Cart' Button

- Make sure the 'Add to Cart' button is large and stands out
- Make sure it is placed immediately below the price

## Display Accurate Stock Status

- Keep your stock levels up-to-date. There's nothing more annoying than ordering something and then being told that it is out of stock. Such things can damage your reputation

## Provide Clear Good Quality Images of your Products

- Provide as many as you can and make sure the customer can enlarge them

## Provide Video of your Products

- This is a real winner as customers just love to see products being used

## Describe Benefits not Attributes

- When describing a product talk about its benefits. Avoid just listing what the product does. You can do this but list these and the other boring stuff, like weight, size etc, at the bottom of the description

## Clearly State Shipping Estimates

- This should be placed immediately below price information and above the description



### Detail Warranty Information

- Clearly state the warranty of the product. Let the customer know that they are covered and how easy getting repairs, replacements and service will be during the warranty period

### Post Genuine Reviews

- If you have customer reviews about the product make sure the customer can see it. Often, reading a good review from a previous buyer will seal the deal

### Offer a Freebie

- Everyone likes to get a freebie. It doesn't have to be a physical item. Consider giving them an ebook about how to use the product or how using the product will change their lives for the better

### Make it Easy to Add Up Sells and Cross Sells

- Most modern shopping carts make this very easy to configure, so do it

Be sure to subscribe to the American Business Launch Newsletter. You'll get even more ideas, tips and advice delivered straight to your in-box.

It's **FREE** and I promise not to spam you or pass on your email address to anyone else.

[American Business Launch Newsletter](#)

# Checkout Page Tips

## Keep it Simple

- If possible the checkout page should be a one-page checkout procedure
- If several steps are involved then let the customer know which step they're at and give them the ability to go back a step

## Do Not Force Registration

- I'm still amazed that so many checkout pages force a customer to register first before purchase. Avoid this at all costs. Asking for email, name, DOB etc, during checkout is just giving the customer the opportunity to abandon the purchase. Many will just think that by registering with your site they are going to get spammed with unwanted emails
- If you want customers to register – so you can market to them later – consider asking them to register after they've made the purchase...on the 'thank you' page.

## Display Security Seals right beside the 'Buy Now' button

- It will install confidence that you are legitimate

## Offer Different Payment Options

- Give your customer the choice of paying by credit card, PayPal, Google Checkout etc.

## Eliminate Form Filling

- If you allow a different shipping address to that of billing address then don't force the customer to type in the same address twice if the address is the same
- Give them a tick box so that, if the shipping address is the same as billing address, by simply checking the box, the shipping address is automatically populated with the information the customer has already provided for the billing address

## Add a Comment Field

- Allow your customer to type in comments when they place the order. These will often be special delivery instructions

## Coupon Code Field

- When your customer enters a coupon code the price should be automatically adjusted and the customer should be able to see that the price has been reduced and by how much

## Thank You Page Detail

- After purchase ensure that the customer is advised of their purchase order number
- Advise them that the order confirmation will be emailed to them
- Advise them to look in the spam or junk folder in case the order confirmation email ends up there
- Thank them for their order and remind them that if they have any issues they can simply call the toll-free number and quote their order number

# General Tips

## Market on 404 Error Pages

- These pages are displayed when the file requested by the browser does not actually exist on the web server, and may be the result of a typo in some anchor text or any number of other missteps. Marketers have long advocated making 404 error pages friendly and offering the unfortunate visitors that see them ways to continue navigating the site. But, you could take this one step further and offer those customers that land on 404 error pages a special offer for their trouble. Since site performance errors can send shoppers packing, this approach should help online retailers retain some customers that would have otherwise gone elsewhere

## Get your Copy Edited by an Outsider

- Most web marketers understand the need for clear, compelling text. The problem is that many have difficulty actually writing text that meets that description. One of the reasons is that people get so close to their products and services that they lose the ability to explain what they do in simple terms. So, get someone who is removed from your business and is a professional copywriter to give your site a review and even make any necessary changes

Be sure to subscribe to the American Business Launch Newsletter. You'll get even more ideas, tips and advice delivered straight to your in-box.

It's **FREE** and I promise not to spam you or pass on your email address to anyone else.

[American Business Launch Newsletter](#)